

From: Kunickis, Sheryl - OCE, Washington, DC on behalf of Kunickis, Sheryl - OSEC
Sent: Fri, 12 Feb 2021 17:17:09 +0000
To: Nesci, Kimberly
Cc: Messina, Edward;Nguyen, Thuy;Aubee, Catherine;Goodis, Michael;Richard, Keigwin;Abbott, Linda - OCE, Washington, DC;Abbott, Linda - OCE, Washington, DC
Subject: Re: [External Email]meeting/discussion

Hi Kimberly,

Yes, we had a good discussion. I forwarded the info after the call with Rick last week to my staff as well as to Linda Abbott as her office is engaged in the PFAS issue.

I have cc'd Linda on this message so that she can respond as to her availability. I have time on Tuesday afternoon and on Wednesday. Thursday and Friday is USDA's Ag Outlook Forum, so both of us will not be available.

Have a terrific long weekend and I hope all on the message are well!

Sheryl

Sheryl H. Kunickis, Ph.D., Director
USDA/OCE- Office of Pest Management Policy
1400 Independence Ave., SW;
Washington, D.C. 20250-3817

(b) (6) Cell phone
sheryl.kunickis2@usda.gov

From: Nesci, Kimberly <Nesci.Kimberly@epa.gov>

Sent: Friday, February 12, 2021 12:01 PM

To: Kunickis, Sheryl - OSEC <Sheryl.Kunickis2@usda.gov>

Cc: Messina, Edward <Messina.Edward@epa.gov>; Nguyen, Thuy <Nguyen.Thuy@epa.gov>; Aubee, Catherine <Aubee.Catherine@epa.gov>; Goodis, Michael <Goodis.Michael@epa.gov>; Richard, Keigwin <Keigwin.Richard@epa.gov>; Abbott, Linda - OCE, Washington, DC <linda.abbott@usda.gov>

Subject: [External Email]meeting/discussion

[External Email]

If this message comes from an **unexpected sender** or references a **vague/unexpected topic**:

Use caution before clicking links or opening attachments.

Please send any concerns or suspicious messages to: Spam.Abuse@usda.gov

Hi Sheryl,

I understand that Rick Keigwin from our OCSPP IO discussed with you the recent PFAS in pesticide containers issue. Rick recommended that I reach out to you and Linda to schedule a meeting to discuss this further. See below for the January news release, along with some Qs n As.

<https://www.epa.gov/newsreleases/epa-takes-action-investigate-pfas-contamination>

<https://www.epa.gov/pesticides/pfas-packaging>

Please let me know your availability & interest, and I'll work to get something on calendar for next week.

Best,
Kimberly

Kimberly Nesci, Director
Biological and Economic Analysis Division (BEAD)
Office of Pesticide Programs
Office of Chemical Safety and Pollution Prevention
(b) (6) (cell)

From: Nesci, Kimberly
Sent: Fri, 12 Feb 2021 17:01:06 +0000
To: Kunickis, Sheryl - OSEC
Cc: Messina, Edward;Nguyen, Thuy;Aubee, Catherine;Goodis, Michael;Richard, Keigwin;Abbott, Linda - OCE, Washington, DC
Subject: meeting/discussion

Hi Sheryl,

I understand that Rick Keigwin from our OCSPP IO discussed with you the recent PFAS in pesticide containers issue. Rick recommended that I reach out to you and Linda to schedule a meeting to discuss this further. See below for the January news release, along with some Qs n As.

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<https://www.epa.gov/pesticides/pfas-packaging>

Please let me know your availability & interest, and I'll work to get something on calendar for next week.

Best,
Kimberly

Kimberly Nesci, Director
Biological and Economic Analysis Division (BEAD)
Office of Pesticide Programs
Office of Chemical Safety and Pollution Prevention
(b) (6) (cell)

From: Dennis, Sherri
Sent: Mon, 7 Dec 2020 13:34:26 +0000
To: McGarry, Sherri (CDC);Hearl, Frank J (CDC);'David Miller';Lesley D'Anglada (DAnglada.Lesley@epa.gov);Hooberman, Barry;Foley, Steven;Hall, Robert H (NIH);Jon Bell (Jon.Bell@noaa.gov);Reddy, Shanker - AMS;Lindsay, James;Hoffmann, Sandra - REE-ERS, Washington, DC;Abbott, Linda - OCE, Washington, DC;'Chilcoat, Clayton D COL USARMY MEDCOM APHC (US)';Varner, Theresa - REE-NASS, Washington, DC;Yang, Hong (CBER);Bowman, John;Farmer, Douglas - REE-NASS, Washington, DC;Kablan, Ahmed - ARS;Williams, Jodi - OSEC, Washington, DC
Cc: Middleton, Karlyn;Zablotsky-Kufel, Joanna - FSIS
Subject: IRAC Policy Council Fall meeting - draft meeting minutes for review and comment due Dec 14th and announcement of opportunity for information sharing on PFAS
Attachments: DRAFTPolicyCouncilMeetingMinutes Dec7.docx

Dear Policy Council members,
Many thanks to those who were able to attend and participate in our Fall meeting last week. The draft meeting minutes are attached for your review and comment by **December 14th**.

During the meeting there was a suggestion (thank you Barry!) to share information about Per and Polyfluoroalkyl Substances (PFAS) activities among IRAC member agencies. A number of agencies are conducting research and other activities to better understand the risks associated with human and animal exposure. We are pleased to announce an opportunity to present/attend information sharing session(s) for IRAC member agencies (open to federal government employees only). Depending on the number of proposed presentations, we envision one or more half-day sessions for IRAC member agencies to present on their completed, ongoing and/or planned work on PFAS. We anticipate holding the interagency information session(s) in late January or early February 2021. Please let us know **by December 21st** if your agency is interested in presenting at this information sharing event.

Thank you and let us know if any questions.
Sherri, Karlyn, and Joanna



**Policy Council Fall Meeting
December 3, 2020; 1:00 to 3:00 pm
Meeting Minutes**

Roll Call:

- CDC/NCEZID Sherri McGarry
- CDC/NIOSH Frank Harl
- EPA/OPP David Miller
- FDA/CBER Hong Yang
- FDA/CFSAN Sherri Dennis, Karlyn Middleton
- FDA/CVM Barry Hooberman
- FDA/NCTR Steve Foley
- FDA/ORA Abe Brown (guest)
- NOAA Jon Bell
- USDA/NASS Theresa Varner
- USDA/ERS Sandra Hoffman
- USDA/FSIS Joanna Zablotzky Kufel
- USDA/OCE/ORACBA Linda Abbott
- USDA/AMS Shanker Reddy

Minutes:

- S. Dennis and J. Zablotzky Kufel welcomed the Policy Council member representatives and reviewed the agenda topics.
- K. Middleton provided an overview of the draft FY2020 Annual Report and asked for any comments by December 10th.
- S. Dennis provided an overview of the IRAC FY2021 Annual Plan and requested comments by December 10th. The Policy Council members indicated support of the draft plan with no additions.
- As discussed at the last Policy Council meeting, there was continued support to form a new workgroup to develop a survey of IRAC members to gauge interest in IRAC activities and seek more active engagement in projects. B. Hooberman, T. Varner and L. Abbott volunteered to participate in the workgroup with a goal to provide a strawman at the next Policy Council meeting.
- B. Hooberman suggested a new activity to share information among IRAC member agencies on PFAS research and ongoing efforts. There was a lot of support for this activity among the Policy Council members present at the meeting. S. Dennis agreed to send an email to the Policy Council members with a request to identify potential participants.

From: Poe, Michael - OBPA, Washington, DC
Sent: Thu, 5 Nov 2020 20:26:10 +0000
To: Abbott, Linda - OCE, Washington, DC;Kunickis, Sheryl - OSEC
Cc: Clarkson, Tyler - OGC, Washington, DC;Johansson, Robert - OCE, Washington, DC;Nickerson, Cynthia - OCE, Washington, DC;Perry, Andrew - OBPA, Washington, DC;O'Neill, Stephen - OBPA, Washington, DC
Subject: FW: EO 12866 Interagency Review: EPA's Compliance Guidance for LCPFAC/ LCPFAS Imported Articles (RIN 2070-ZA23)
Attachments: RIN2070-ZA23_LCPFAC-SNUR_Surface-Coating-Compliance-Guide_DRAFT_2020-10-28.docx

Checking to see if any OCE comments. If you have any comments, please send to me by **10:00 a.m. Thursday, Nov. 12**. Thanks.

Mike

Michael Poe
Office of Budget and Program Analysis
Legislative and Regulatory Staff
202-720-3257,
Michael.Poe@obpa.usda.gov

From: Jones, Danielle Y. EOP/OMB <(b) (6)>
Sent: Thursday, November 5, 2020 1:26 PM
To: mbabich@cpsc.gov; ddimatteo@cpsc.gov; KHatlelid@cpsc.gov; mkelleher@cpsc.gov; DHSOGCRegulations@hq.dhs.gov; dawn.gunning@hq.dhs.gov; Lisa.quiveors@hq.dhs.gov; amathew@doc.gov; kBrown@doc.gov; alexandria.d.long.civ@mail.mil; Anita.K.Meyer@usace.army.mil; deborah.a.morefield.civ@mail.mil; maureen.sullivan18.civ@mail.mil; osd.mc-alex.odcmo.mbx.dod-reg-reviews@mail.mil; patricia.m.underwood.civ@mail.mil; Daniel.Cohen@hq.doe.gov; debbie.rosano@hq.doe.gov; Elizabeth.Kohl@hq.doe.gov; gc-71energyregs@hq.doe.gov; josh.silverman@hq.doe.gov; doi_interagency_review@ios.doi.gov; justin_abernathy@ios.doi.gov; Eric.T.Gormsen@usdoj.gov; Kevin.R.Jones@usdoj.gov; Robert.Hinchman@usdoj.gov; DOLRegPolicy@DOL.gov; DOT.REGULATIONS@dot.gov; jonathan.torres@faa.gov; keith.bagot@faa.gov; Anne.Tatem@hhs.gov; Brian.Kehoe@hhs.gov; hhsexecsec@hhs.gov; Laura.Pence@hhs.gov; Sandra.Howard@hhs.gov; Tinisha.Lomax@hhs.gov; cer2@cdc.gov; fjh1@cdc.gov; ltr3@cdc.gov; pjb7@cdc.gov; wic1@cdc.gov; Aliza.Glasner@fda.hhs.gov; David.Goldman@fda.hhs.gov; Paul.South@fda.hhs.gov; Suzanne.Fitzpatrick@fda.hhs.gov; Tristan.Colonius@fda.hhs.gov; birnbaum@niehs.nih.gov; christopher.weis@niehs.nih.gov; rachel.pollock@niehs.nih.gov; wolfe@niehs.nih.gov; cheryl.e.parker@nasa.gov; gail.m.grafton@nasa.gov; mark.j.schoppet@nasa.gov; nanette.jennings@nasa.gov; Charles.Maresca@sba.gov; David.Rostker@sba.gov; tayyaba.waqar@sba.gov; Knaebel, David - ARS <david.knaebel@usda.gov>; Esteban, Emilio - FSIS <emilio.esteban@usda.gov>; Hinojosa, Holly - OSEC, Washington, DC <Holly.Hinojosa@usda.gov>; Adcock, Rebeckah - RD, Washington, DC <Rebeckah.Adcock@usda.gov>; OBPA-USDA-REG <OBPA-USDA-REG@usda.gov>; mfocazio@usgs.gov; Terra.irons@va.gov; VAC002REGOMBRequests@va.gov;

rebecca.l.lee@nasa.gov; kathleen.murphy@nasa.gov

Subject: EO 12866 Interagency Review: EPA's Compliance Guidance for LCPFAC/ LCPFAS Imported Articles (RIN 2070-ZA23)

Colleagues,

Attached for your review is EPA's draft guidance entitled " Compliance Guide for Imported Articles containing Surface Coatings Subject to the Long-Chain Perfluoroalkyl Carboxylate and Perfluoroalkyl Sulfonate Chemical Substances Significant New Use Rule" (RIN 2070-ZA23). EPA is requesting an expedited review. Due to this extensions for initial comments will not be granted. Comments on the attached documents are due by **COB Thursday, November 12th**.

As a reminder, the attached materials are deliberative and pre-decisional and may not be shared or discussed with anyone outside of the Executive Branch. Feel free to share within your agency or department as appropriate. If you feel someone outside of your department should participate in this review, please let me know and I will forward to them. Please help us maintain the integrity of the interagency review process by respecting these process requirements.

Please let me know if you have any questions or would like to discuss.

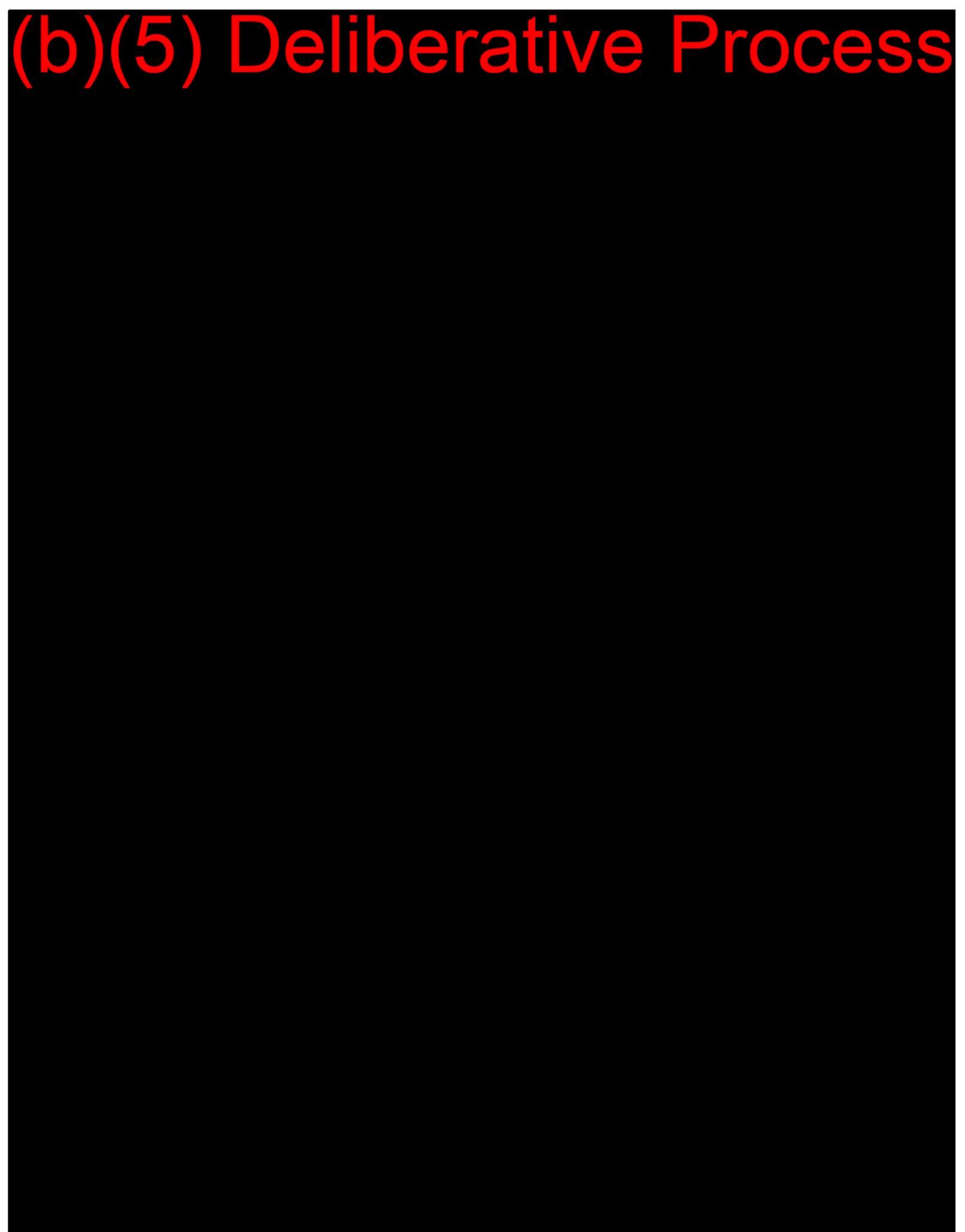
Best,
Danielle

Danielle Y. Jones
Senior Policy Analyst

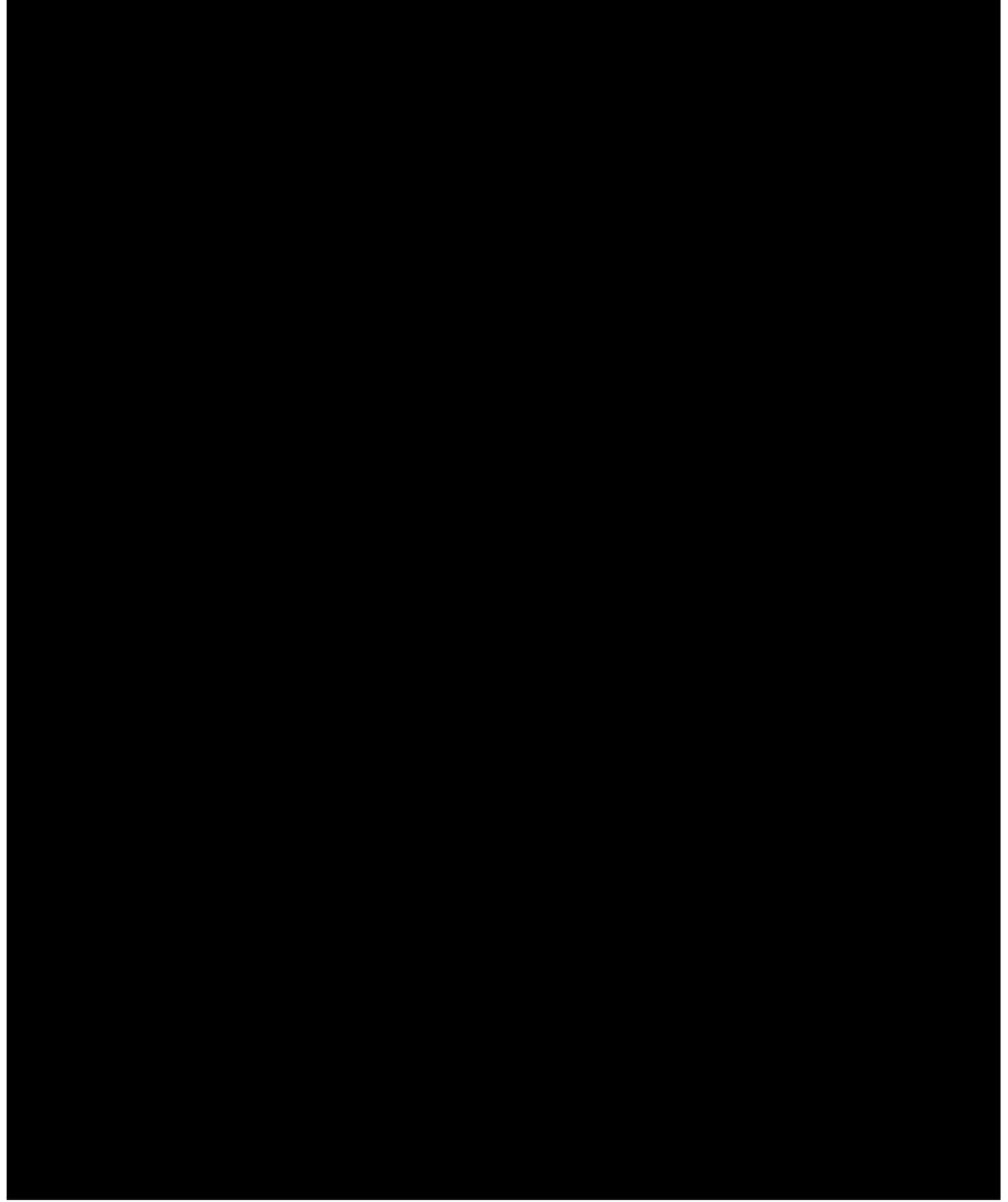
Office of Management and Budget | Office of Information and Regulatory Affairs

Cell: (b) (6) | Phone: [REDACTED] [REDACTED]

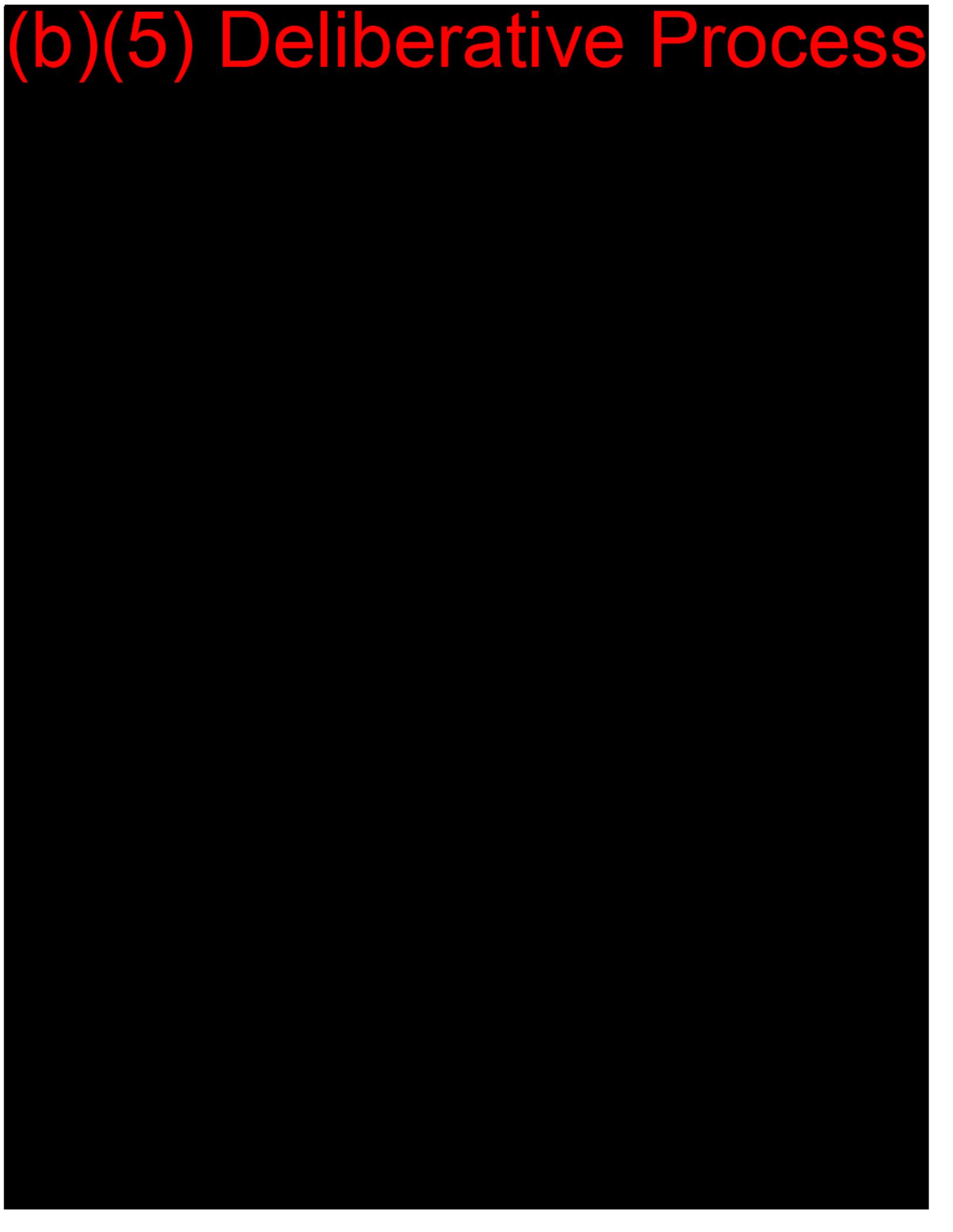
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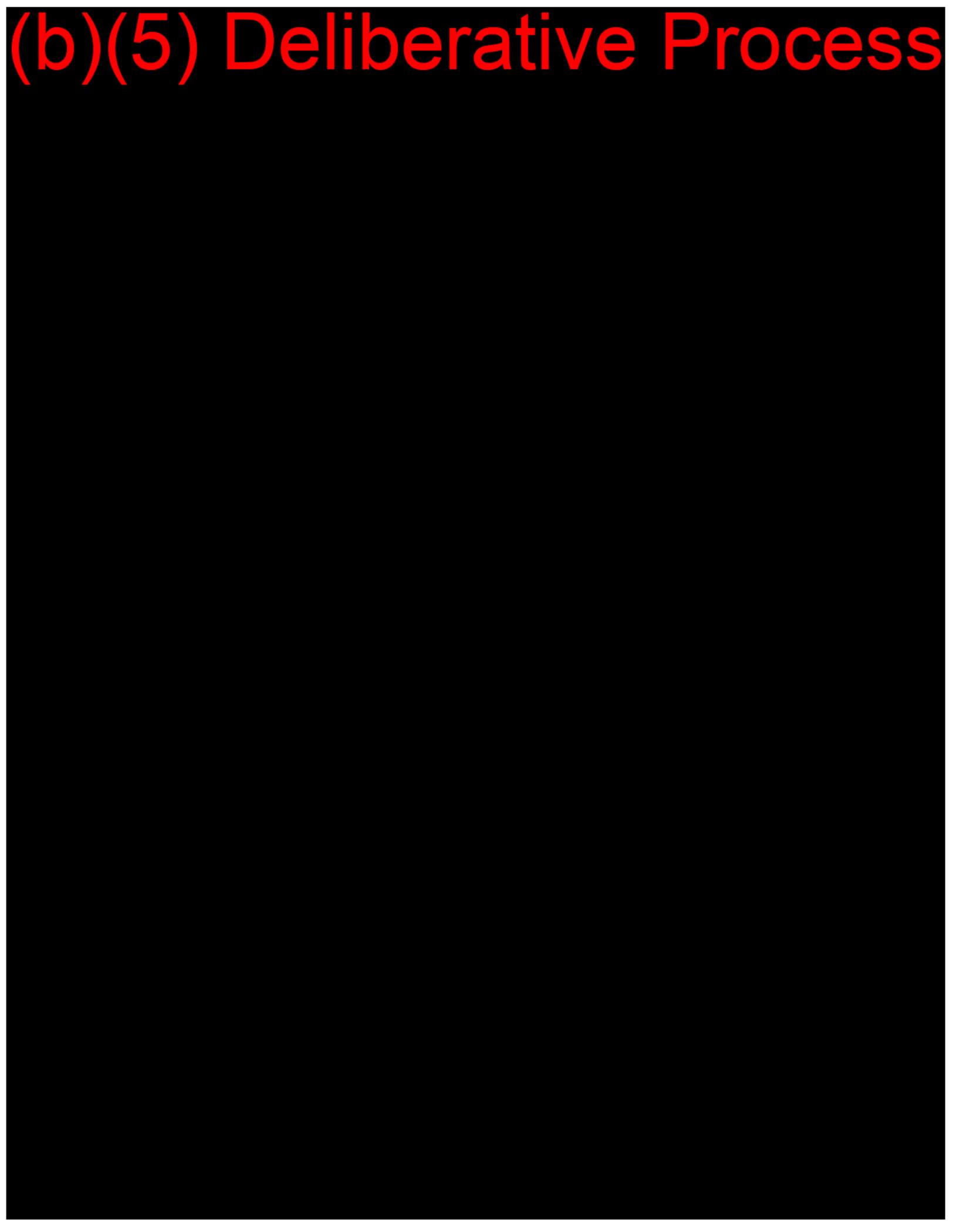
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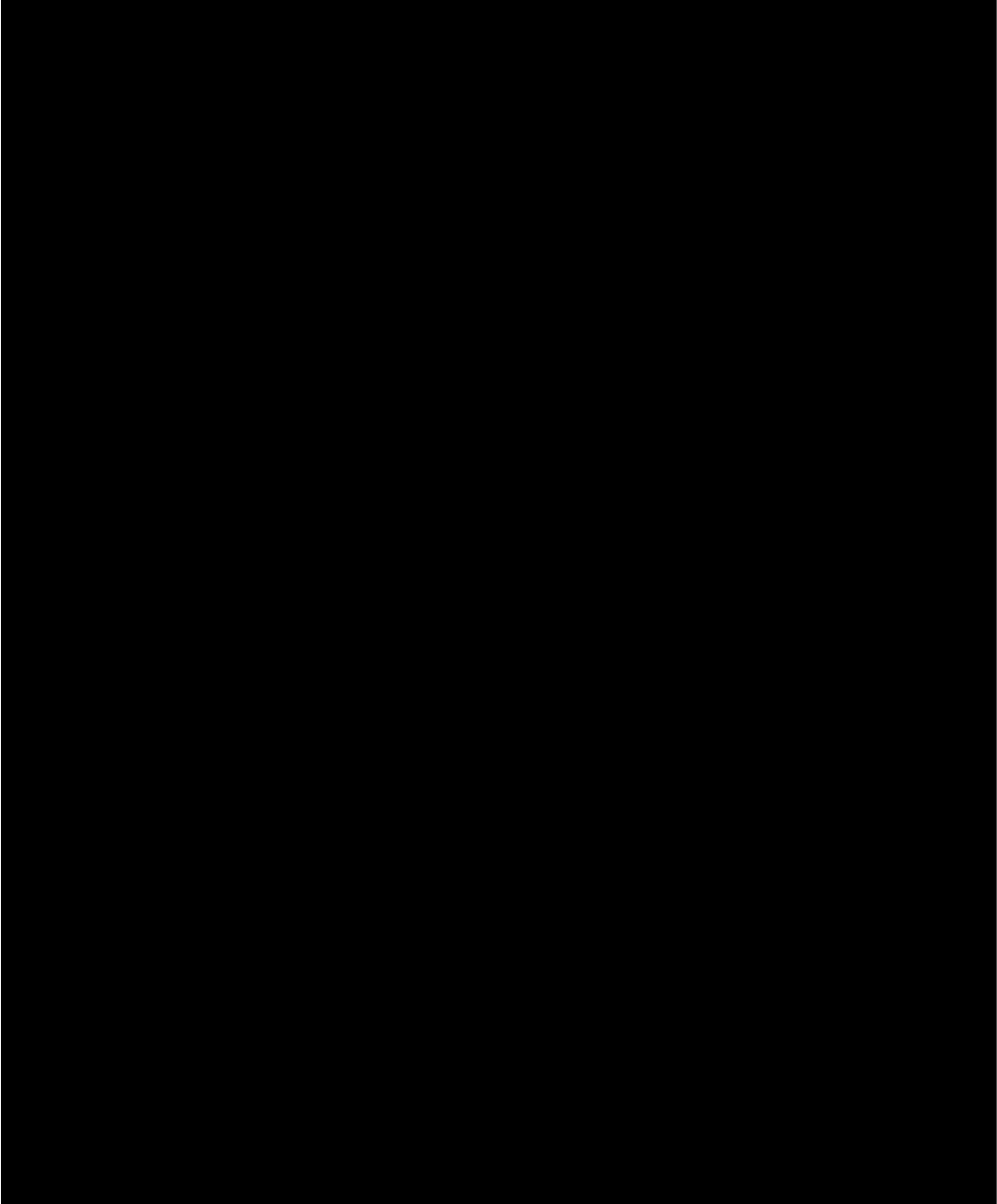
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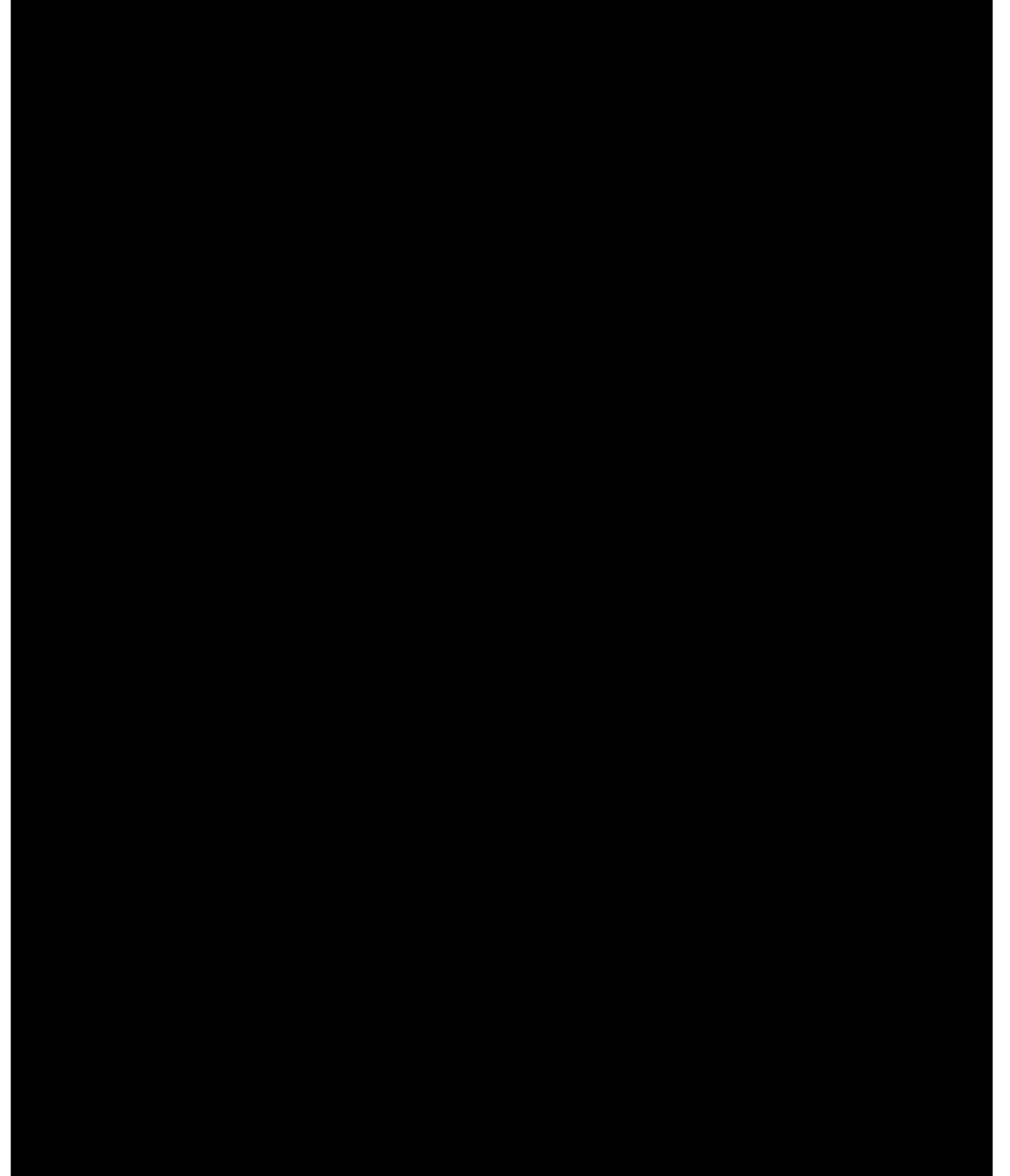
(b)(5) Deliberative Process



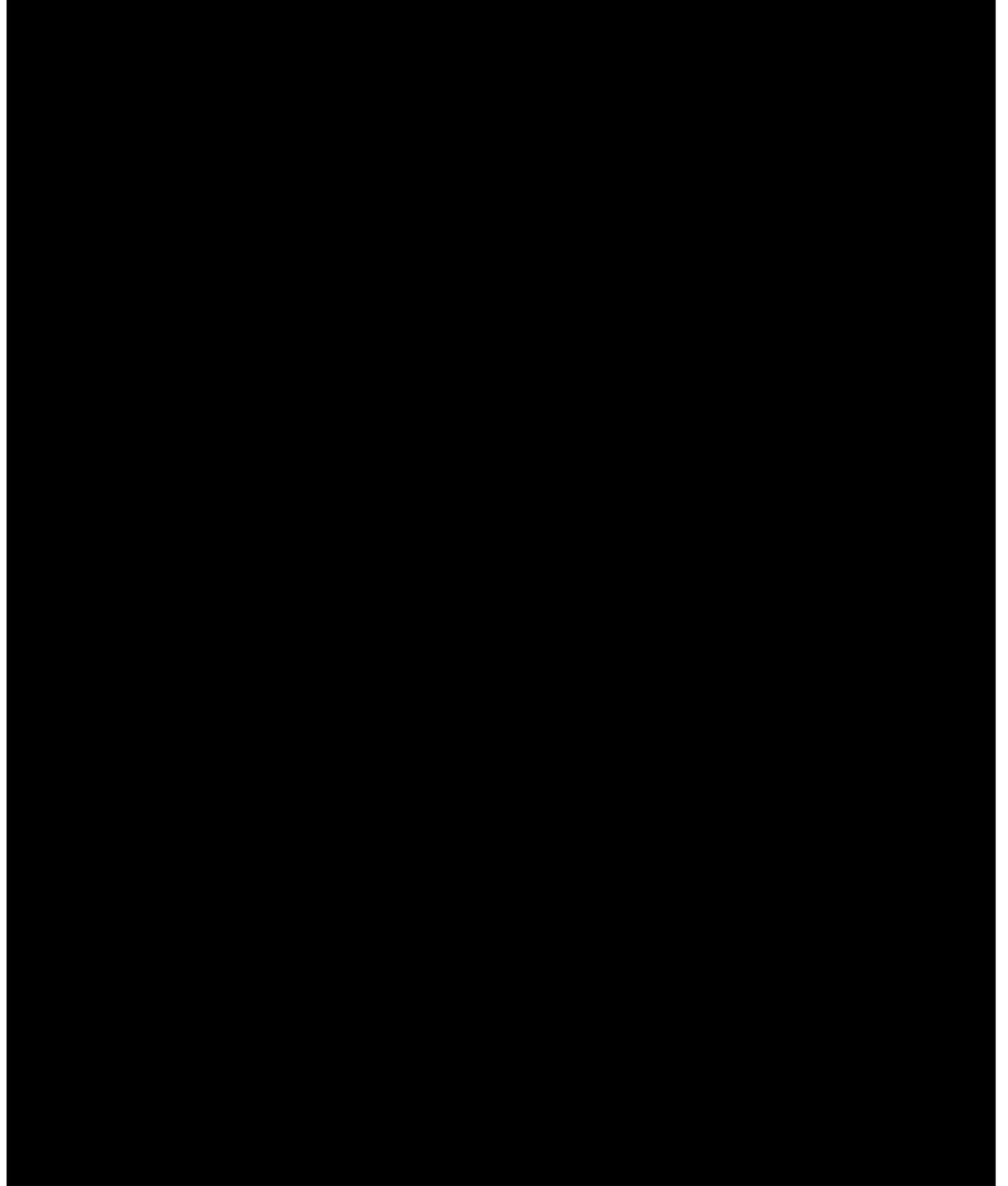
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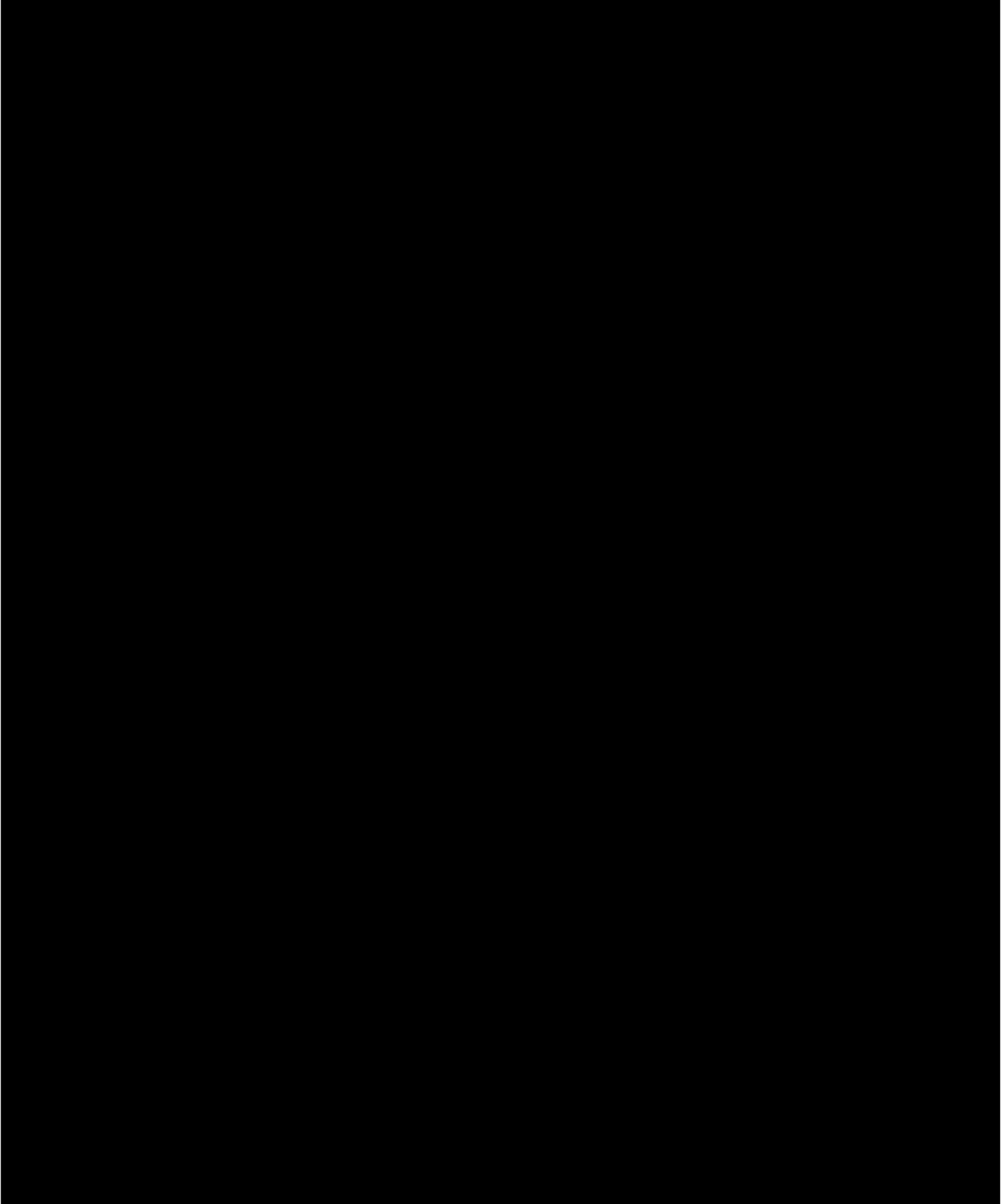
(b)(5) Deliberative Process



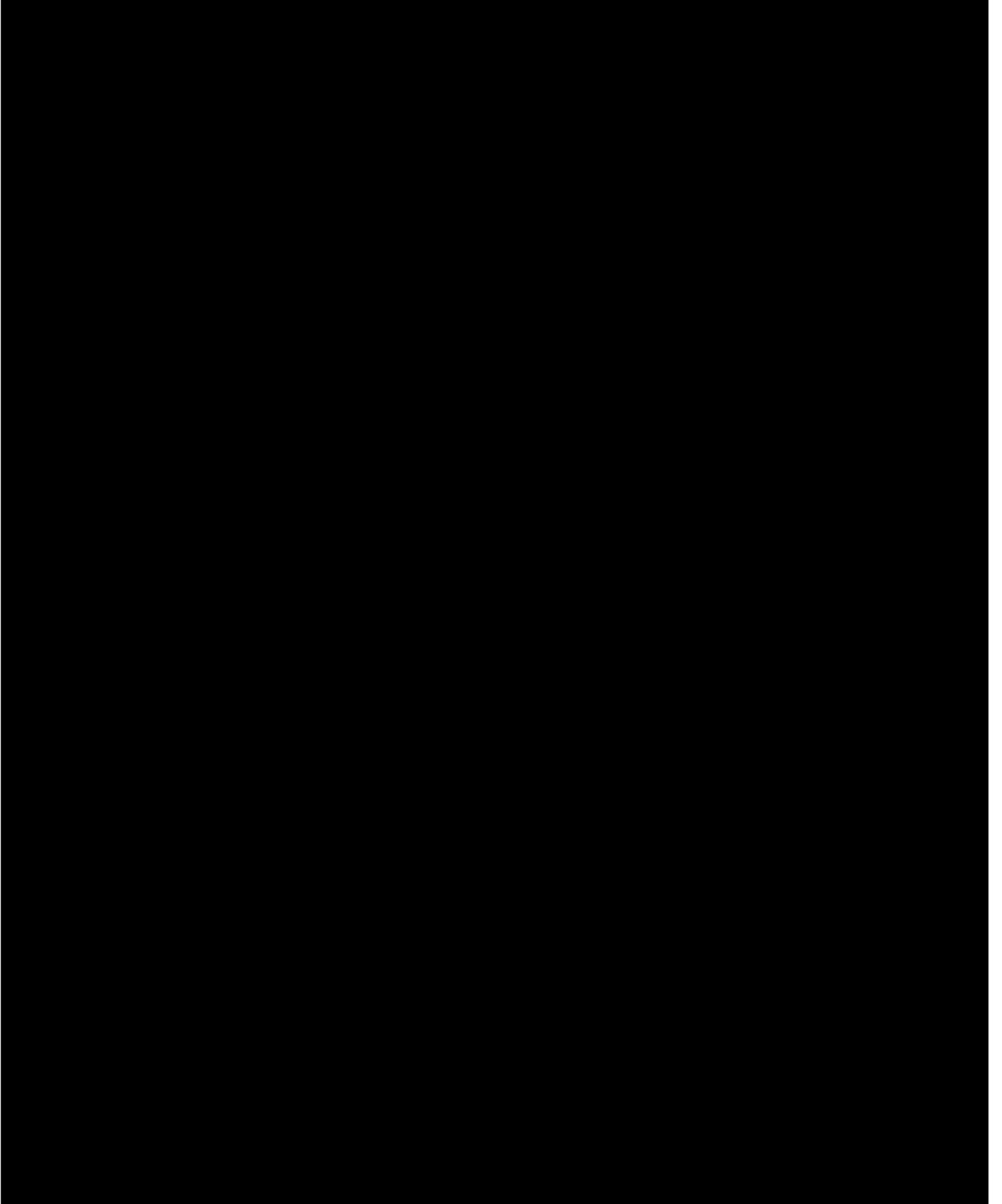
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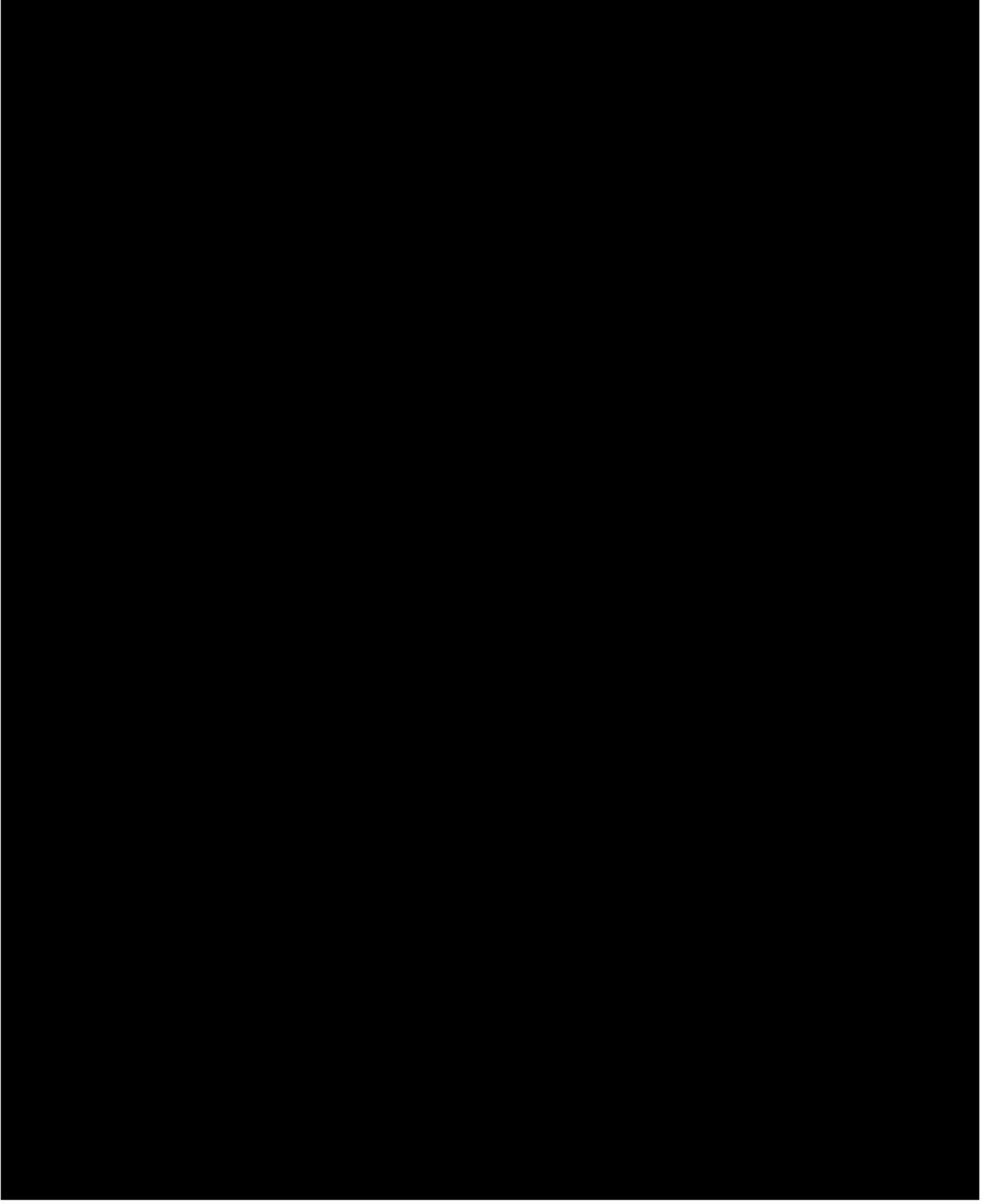
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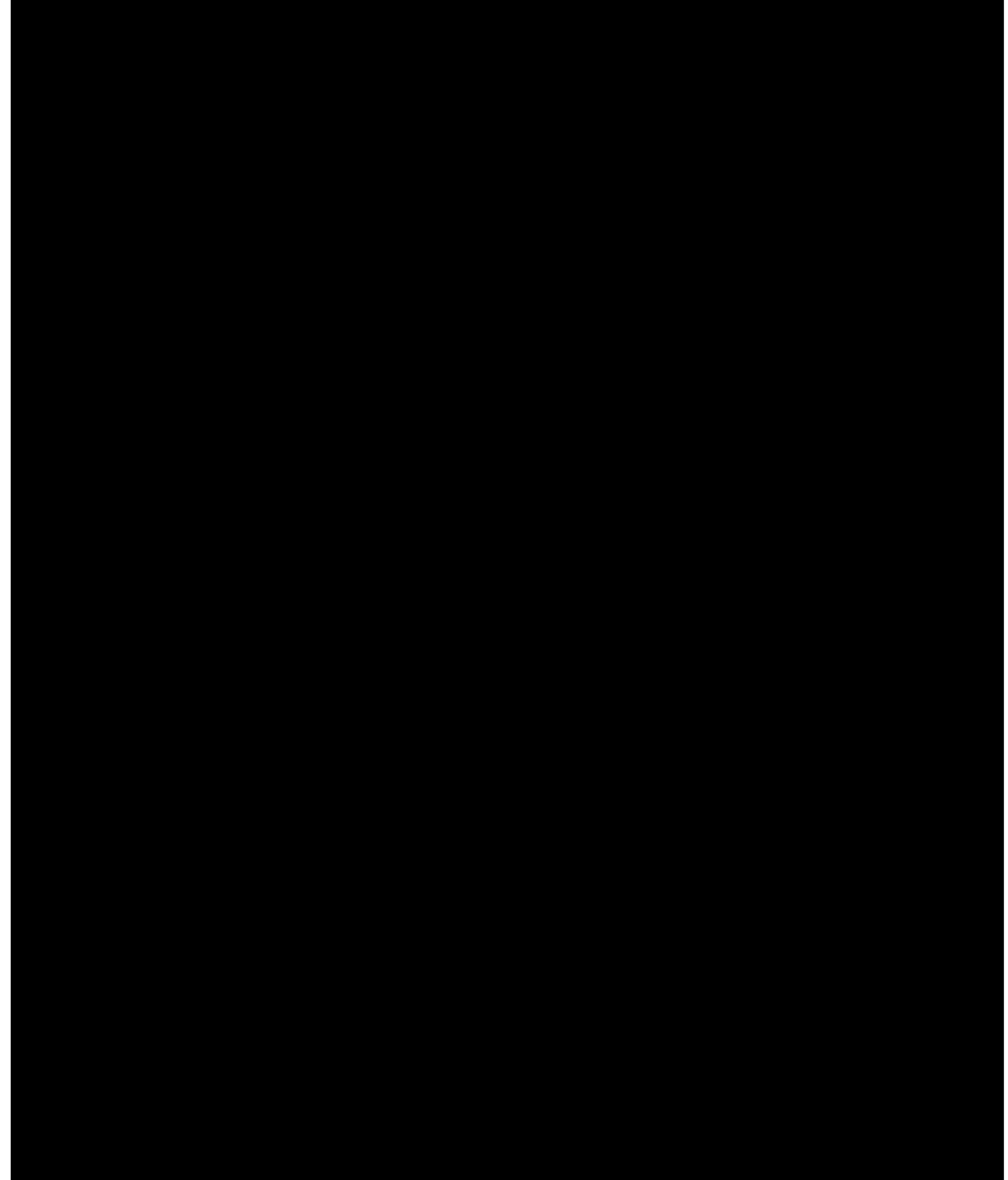
(b)(5) Deliberative Process



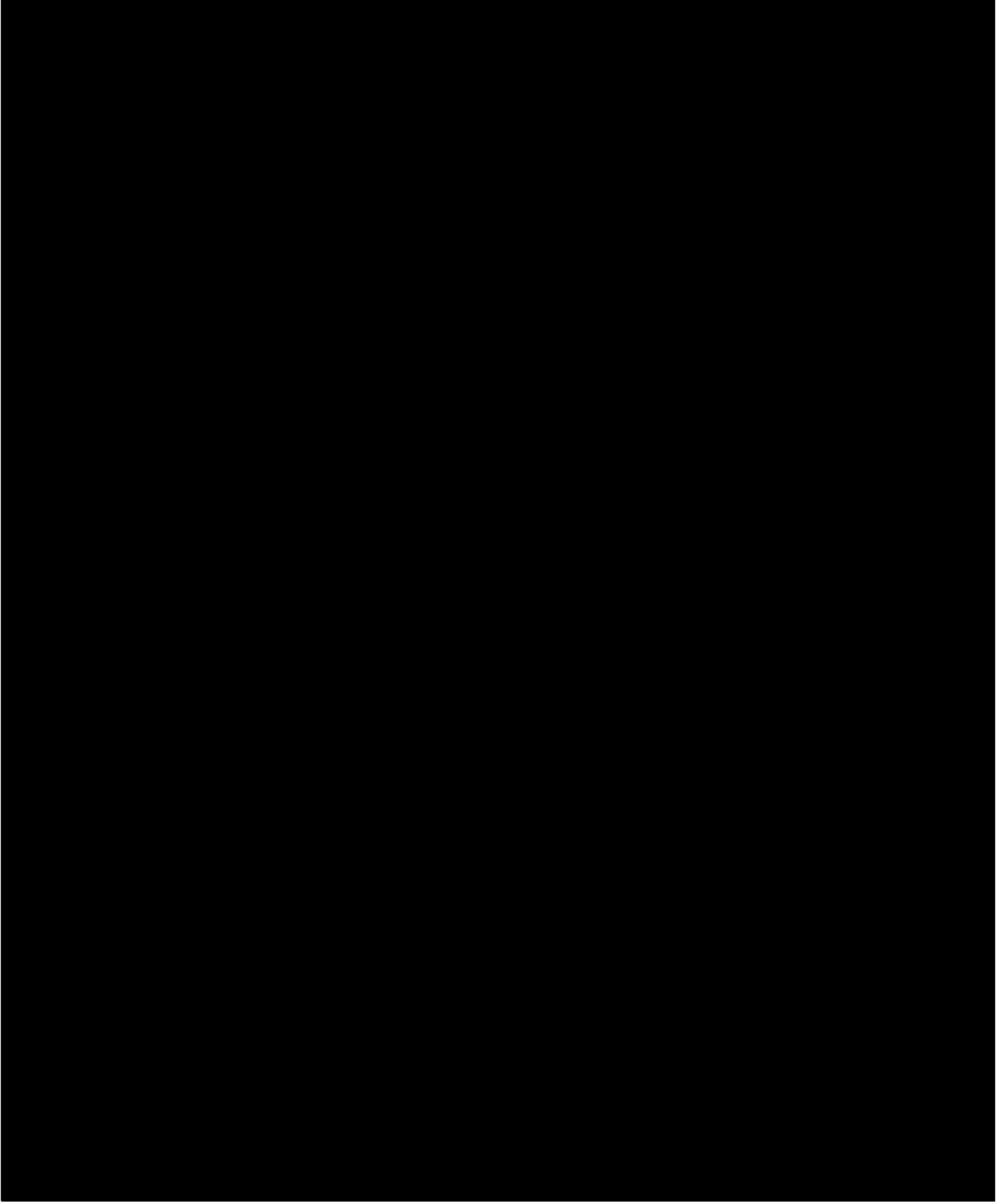
(b)(5) Deliberative Process



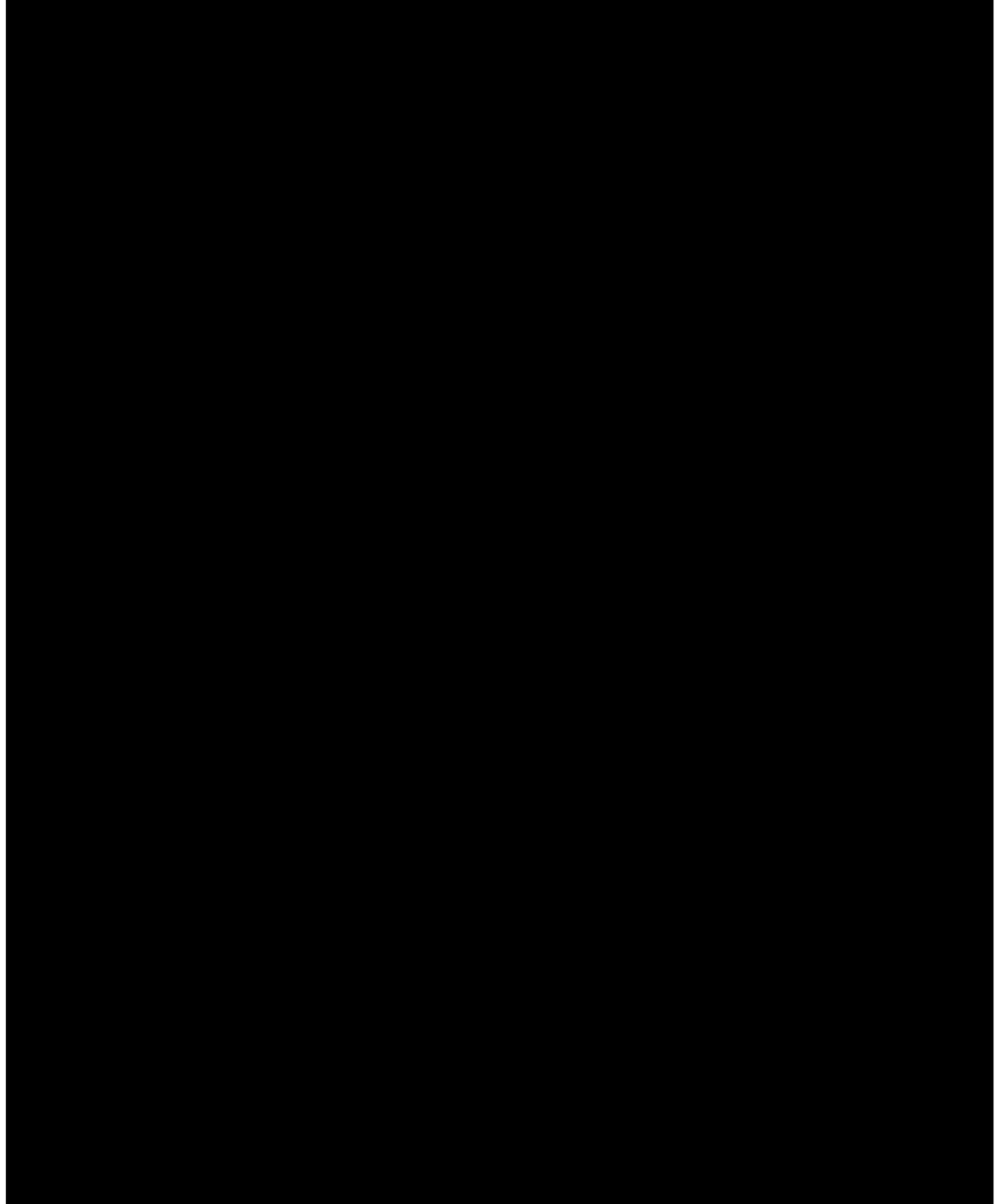
(b)(5) Deliberative Process



(b)(5) Deliberative Process



(b)(5) Deliberative Process



From: Abbott, Linda - OCE, Washington, DC
Sent: Tue, 18 May 2021 19:47:19 +0000
To: Beal, Madeline
Subject: RE: Inter-Agency Work Group on PFAS in Agriculture

Hi Madeline –

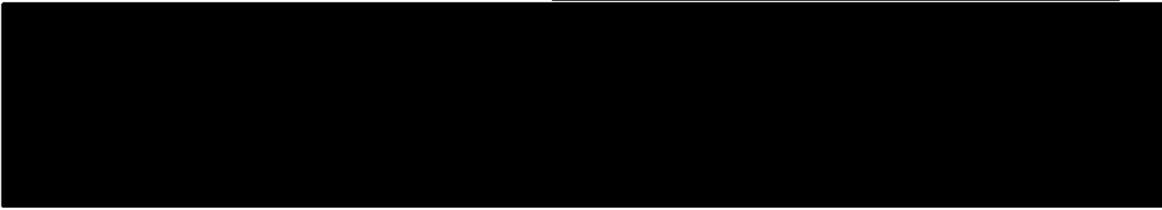
Here are my answers to the 4 questions. I do apologize for missing the deadline. Before I get to the answers, there are two people who should be removed from the group from USDA. Joe Gilson was a staff assistant in Rural Development but now is a legislative assistant at the Senate and Alec Varsamis was the Press Secretary/Communications Director at USDA but has left the government. Perhaps we need a new representative from USDA's Office of Communication.

(b)(5) - Deliberative

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(b)(5) - Deliberative

In follow up to today's meeting, please answer these 4 questions by COB May 13th:

1. **(b)(5) Deliberative Process** ? 
1. 
2. **(b)(5) Deliberative Process**
3. 

(b)(5) - Deliberative

2. (b)(5) Deliberative Process

1.

2. (b)(5) Deliberative Process

3.

3. (b)(5) Deliberative Process

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4. (b)(5) Deliberative Process

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Thanks for the call today.

From: Beal, Madeline <Beal.Madeline@epa.gov>

Sent: Tuesday, May 18, 2021 10:46 AM

To: Drinkard, Andrea <Drinkard.Andrea@epa.gov>; Pretecrum, Spencer - FSIS <Spencer.Pretecrum@usda.gov>; Abbott, Linda - OCE, Washington, DC <linda.abbott@usda.gov>; Gilson, Joseph - OSEC, Washington, DC <joseph.gilson@usda.gov>; Knaebel, David - ARS <david.knaebel@usda.gov>; Lupton, Sara - ARS <sara.lupton@usda.gov>; Smith, David - ARS <david.j.smith@usda.gov>; Varsamis, Alec - OC, Washington, DC <alec.varsamis@usda.gov>; Linkins, Samantha <Linkins.Samantha@epa.gov>; Subramanian, Hema <Subramanian.Hema@epa.gov>; Esteban, Emilio - FSIS <emilio.esteban@usda.gov>; Harwood, Jackie <Harwood.Jackie@epa.gov>; Hubbard, Carolyn <Hubbard.Carolyn@epa.gov>; Mattas-Curry, Lahne <Mattas-Curry.Lahne@epa.gov>; South, Paul <paul.south@fda.hhs.gov>; Linkins, Samantha <Linkins.Samantha@epa.gov>
Cc: Goldman, David <David.Goldman@fda.hhs.gov>; Domesle, Alexander - FSIS

<alexander.domesle@usda.gov>

Subject: RE: Inter-Agency Work Group on PFAS in Agriculture

I am still missing information from more than half of the group. I would really love to have answers to these (below) questions before we meet next. Let me know.

-mads

From: Beal, Madeline

Sent: Wednesday, April 28, 2021 11:32 AM

To: Drinkard, Andrea <Drinkard.Andrea@epa.gov>; 'Pretecum, Spencer - FSIS' <Spencer.Pretectum@usda.gov>; 'linda.abbott@usda.gov' <linda.abbott@usda.gov>; 'joseph.gilson@usda.gov' <joseph.gilson@usda.gov>; 'david.knaebel@usda.gov' <david.knaebel@usda.gov>; 'sara.lupton@usda.gov' <sara.lupton@usda.gov>; 'david.j.smith@usda.gov' <david.j.smith@usda.gov>; 'Varsamis, Alec - OC, Washington, DC' <alec.varsamis@usda.gov>; Linkins, Samantha <Linkins.Samantha@epa.gov>; Subramanian, Hema <Subramanian.Hema@epa.gov>; 'emilio.esteban@usda.gov' <emilio.esteban@usda.gov>; Harwood, Jackie <Harwood.Jackie@epa.gov>; Hubbard, Carolyn <Hubbard.Carolyn@epa.gov>; Mattas-Curry, Lahne <Mattas-Curry.Lahne@epa.gov>; South, Paul <Paul.South@fda.hhs.gov>; Linkins, Samantha <Linkins.Samantha@epa.gov>

Cc: Goldman, David <David.Goldman@fda.hhs.gov>; Domesle, Alexander - FSIS

<alexander.domesle@usda.gov>

Subject: RE: Inter-Agency Work Group on PFAS in Agriculture

Hi all,

In follow up to today's meeting, please answer these 4 questions by COB May 13th:

1. What do you want to see this group do next? (3 sentences or so, but be as specific as possible)
2. How should we go about doing what you proposed above?
3. What, if anything, do we need in place before we get started from your perspective?
4. Who else do we need in this group to accomplish all of the above? (Broad agencies, specific offices, not feds? Bonus if you can give me specific names)

Thanks for the call today.

-Madeline

-----Original Appointment-----

From: Beal, Madeline

Sent: Thursday, July 23, 2020 12:50 PM

To: Beal, Madeline; Drinkard, Andrea; 'Pretecum, Spencer - FSIS'; 'linda.abbott@usda.gov'; 'joseph.gilson@usda.gov'; 'david.knaebel@usda.gov'; 'sara.lupton@usda.gov'; 'david.j.smith@usda.gov'; 'Varsamis, Alec - OC, Washington, DC'; Linkins, Samantha; Subramanian, Hema; 'emilio.esteban@usda.gov'; Harwood, Jackie; Hubbard, Carolyn; Mattas-Curry, Lahne; South, Paul; Linkins, Samantha

Cc: Goldman, David; Domesle, Alexander - FSIS

Subject: Inter-Agency Work Group on PFAS in Agriculture

When: Wednesday, April 28, 2021 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Microsoft Teams Meeting

I am pushing this out a couple of weeks. I think we will have a few interesting things to talk about on our end in two weeks. If there is anything urgent, please share by email and/or let me know your agenda items for two weeks from now.

-mads

Hi all,

Apologies again that it took so long to get this monthly recurring meeting on the calendar, but here we are!

Once a month we will discuss ongoing interagency work on PFAS in Ag. We will have tasks that we complete as a group as well which will be responsive to what is going on in our various agencies on this issue and in particular related to risk communication.

Please feel free to share proposed agenda items with me up to a week ahead of time when I will plan on sending around a brief agenda to the group. Login information via teams or conference line is included below.

-Madeline

Madeline Beal

Senior Risk Communication Advisor
Office of the Administrator
Environmental Protection Agency
(202)564-4680 (desk)

(b)(6)

beal.madeline@epa.gov



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(b)(6)

United States, Washington DC (Toll)

Conference ID: (b)(6)

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From: Beal, Madeline
Sent: Wed, 12 May 2021 14:15:53 +0000
To: Subramanian, Hema;Drinkard, Andrea;Pretecum, Spencer - FSIS;Abbott, Linda - OCE, Washington, DC;Gilson, Joseph - OSEC, Washington, DC;Knaebel, David - ARS;Lupton, Sara - ARS;Smith, David - ARS;Varsamis, Alec - OC, Washington, DC;Linkins, Samantha;Esteban, Emilio - FSIS;Harwood, Jackie;Hubbard, Carolyn;Mattas-Curry, Lahne;South, Paul
Cc: Domesle, Alexander - FSIS
Subject: RE: Inter-Agency Work Group on PFAS in Agriculture
Attachments: 4.5 EPA Day 2.pdf, 4.5 EPA Day 3.pdf, 4.5 EPA Day 5.pdf

From: Beal, Madeline
Sent: Wednesday, May 12, 2021 9:59 AM
To: Subramanian, Hema <Subramanian.Hema@epa.gov>; Drinkard, Andrea <Drinkard.Andrea@epa.gov>; 'Pretecum, Spencer - FSIS' <Spencer.Pretecum@usda.gov>; 'linda.abbott@usda.gov' <linda.abbott@usda.gov>; 'joseph.gilson@usda.gov' <joseph.gilson@usda.gov>; 'david.knaebel@usda.gov' <david.knaebel@usda.gov>; 'sara.lupton@usda.gov' <sara.lupton@usda.gov>; 'david.j.smith@usda.gov' <david.j.smith@usda.gov>; 'Varsamis, Alec - OC, Washington, DC' <alec.varsamis@usda.gov>; Linkins, Samantha <Linkins.Samantha@epa.gov>; 'emilio.esteban@usda.gov' <emilio.esteban@usda.gov>; Harwood, Jackie <Harwood.Jackie@epa.gov>; Hubbard, Carolyn <Hubbard.Carolyn@epa.gov>; Mattas-Curry, Lahne <Mattas-Curry.Lahne@epa.gov>; South, Paul <Paul.South@fda.hhs.gov>
Cc: Domesle, Alexander - FSIS <alexander.domesle@usda.gov>
Subject: RE: Inter-Agency Work Group on PFAS in Agriculture

More materials from the training.

-mads

-----Original Appointment-----

From: Beal, Madeline
Sent: Wednesday, May 12, 2021 9:47 AM
To: Subramanian, Hema; Drinkard, Andrea; 'Pretecum, Spencer - FSIS'; 'linda.abbott@usda.gov'; 'joseph.gilson@usda.gov'; 'david.knaebel@usda.gov'; 'sara.lupton@usda.gov'; 'david.j.smith@usda.gov'; 'Varsamis, Alec - OC, Washington, DC'; Linkins, Samantha; 'emilio.esteban@usda.gov'; Harwood, Jackie; Hubbard, Carolyn; Mattas-Curry, Lahne; South, Paul
Cc: Domesle, Alexander - FSIS
Subject: Inter-Agency Work Group on PFAS in Agriculture
When: Wednesday, May 19, 2021 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Microsoft Teams Meeting

Hi everyone,

Sorry to move this last minute, but the timing isn't great for a number of us at EPA. I am attaching all the materials I promised from the Ag Risk Comm Training but they will come through in a couple of emails

because they are too big. Please let me know if you have agenda items ahead of next week and as a reminder, if you did not send me the answers to the questions I sent last time, please send them by the end of tomorrow. I will use this to shape the agenda for next time. Here are those questions as a reminder:

1. What do you want to see this group do next? (3 sentences or so, but be as specific as possible)
2. How should we go about doing what you proposed above?
3. What, if anything, do we need in place before we get started from your perspective?
4. Who else do we need in this group to accomplish all of the above? (Broad agencies, specific offices, not feds? Bonus if you can give me specific names)

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-Madeline

Madeline Beal

Senior Risk Communication Advisor
Office of the Administrator
Environmental Protection Agency
(202)564-4680 (desk)
(b) (6) cell
beal.madeline@epa.gov



Join Microsoft Teams Meeting

(b) (6)

United States, Washington DC (Toll)

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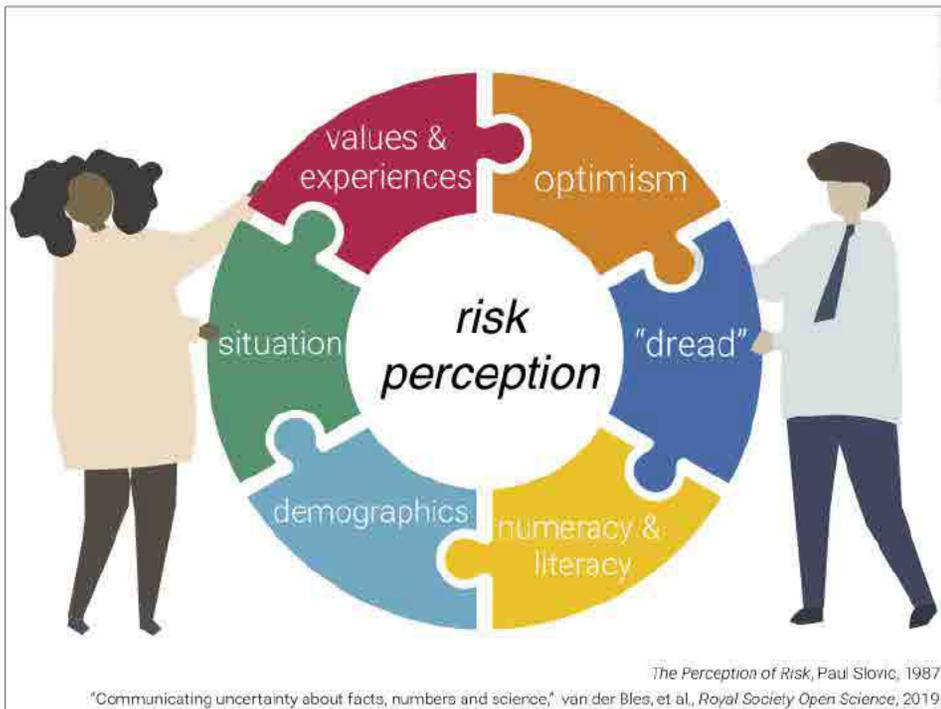


Risk Assessment

Science
Data
Analytics
Evidence
Deliberation

Risk Perception

Intuition
Memory
Feelings
Narratives
Reflexive

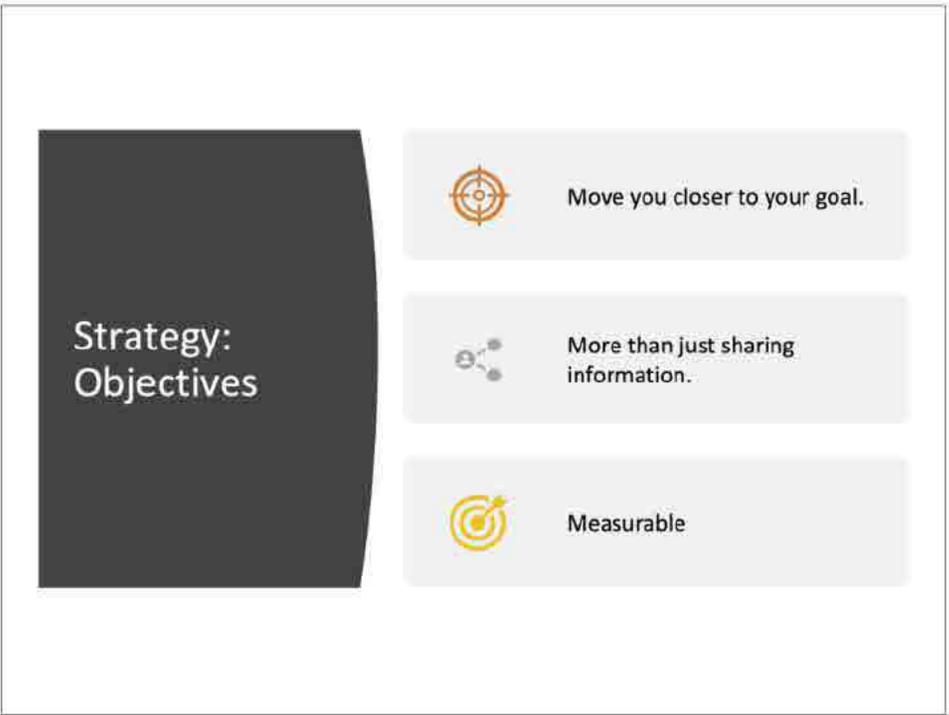
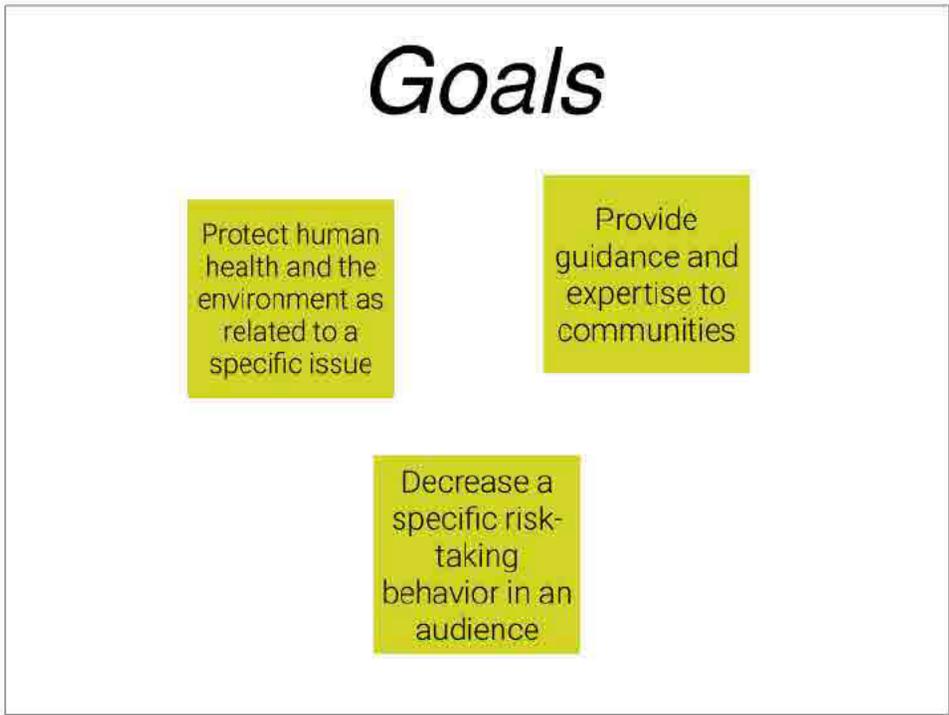
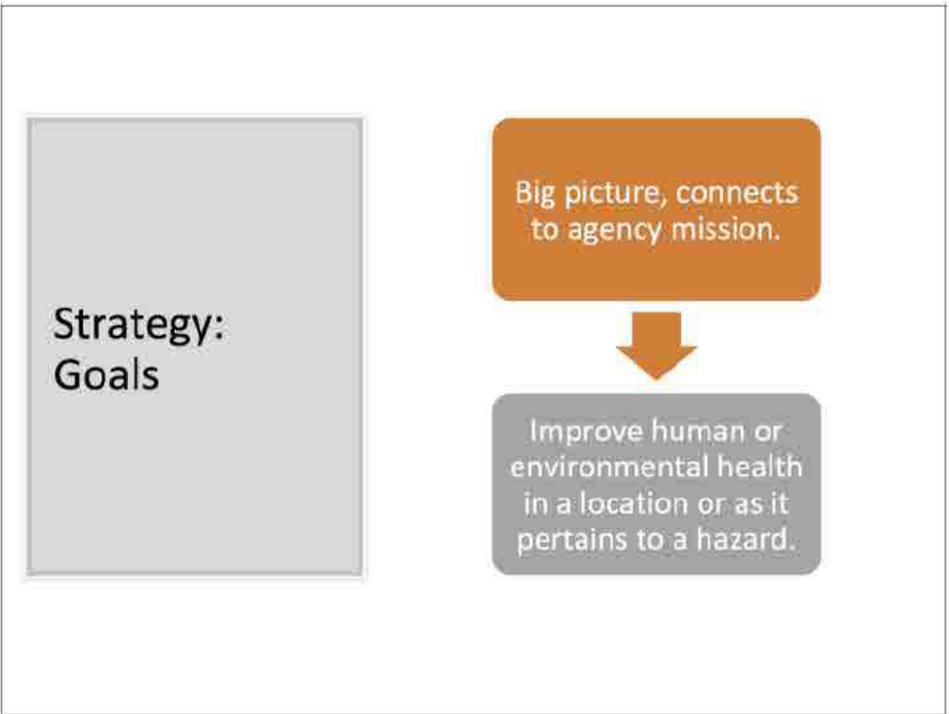


Risk communication

/risk kə,myʊnə'kɑːʃ(ə)n/
noun

communication intended to provide a general or specific audience with the information they need to make informed, independent judgments about risks to their health, safety, and the environment.

Morgan, M.G., Fischhoff, B., Bostrom, A., & Atman, C.J. (2002). Risk Communication: A Mental Models Approach, Cambridge University Press.



Strategy: Objectives

Three Categories:

1. Educate or inform.
2. Change behavior.
3. Change feelings.



Objectives

Educate →

Communities are knowledgeable about the health and environmental risks from a contaminant

Communities know which activities present a health risk (and which do not)

Change behavior →

Community members reduce high risk behaviors (i.e. drinking contaminated tap water)

Community, business, and government work together to co-develop shared, long-term solutions

More community members engage with EPA and participate in developing solutions

Change feelings →

Increased self-reported trust in EPA as a messenger on issues of health in the community

Reduced feelings of division in a community; members move toward a shared purpose

Increased concern/fear/alarm in the public as needed to match the risk

Strategy: Tactics and Platforms



Choose proven tactics that match your objectives.



Choose platforms that match both tactics and objectives.

Platforms

Website content

Public meeting

One page briefing

Social media content

Tactics

Narrative storytelling

Accessible, interactive meeting design

Public forum-style meeting

Standard Q&A



Hazard factors: Risk Perception



Audience factors: language, literacy, numeracy, identity, cultural norms and biases, community history, time and economic stressors



Communicator factors: agenda and purpose, confidence, identity



Relationship factors: Trust, values, perceptions of warmth and confidence

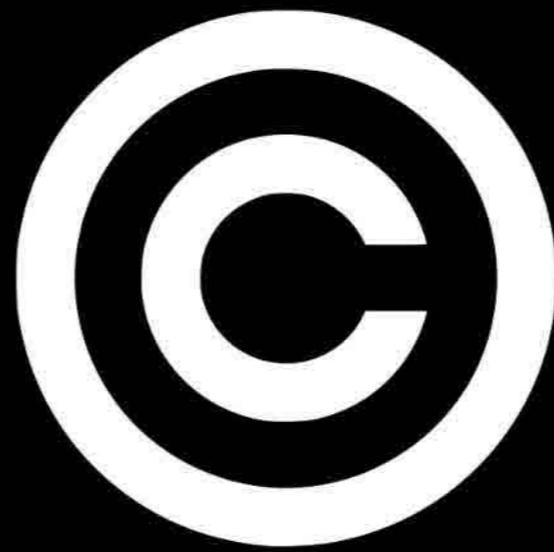


EPA factors: how we regulate and what we can actually do about a given hazard.

Action

Game Plan

- Craft risk comms goals & objectives together
- Move into breakout rooms, orient around audience & details from case study
- Discuss the questions in the worksheet
- Identify 3 takeaways from your discussion (can be messages, actions, challenges) & pick someone to report out
- Don't forget to take a break!
- Return to main room at ~4:10pmET



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▶ Messages That Stick

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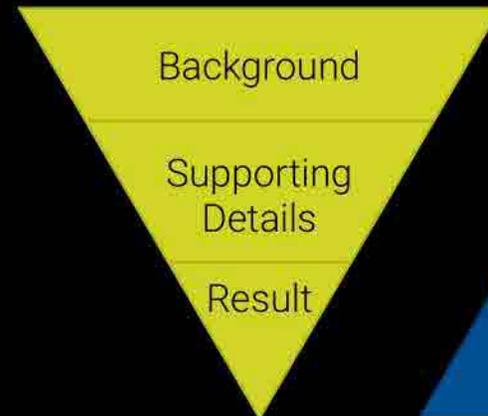
▶ The Message Box

Very often when scientists complain about the way their stories were covered, [it's because] they've not delivered any message and left the journalists to think up one for themselves.

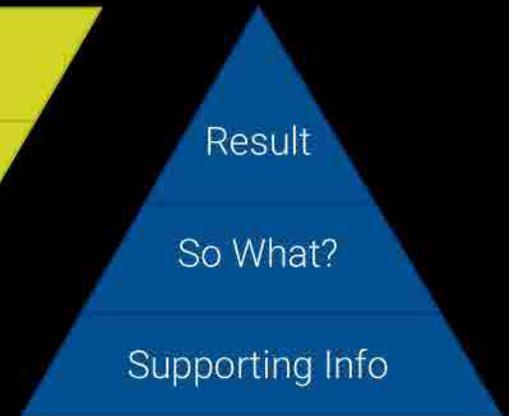
Natasha Loder
The Economist



Scientists & Researchers



Everyone else



so what?

Each person wants to know why *this* matters to *them*.



Messages are:

- take-home ideas for your audience
- simple, but not simplistic
- memorable

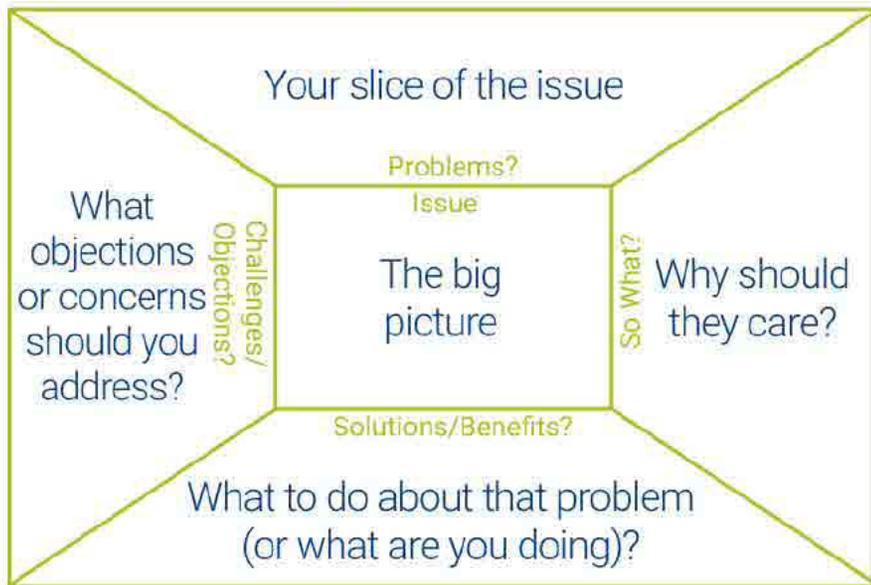


The Message Box has many uses...

- Organizing thoughts before a meeting
- Briefing up to leadership
- Preparing a presentation
- Writing an outline of a report
- Drafting talking points
- Creating a one-pager



Who is your audience?



Game Plan

- Meg & Madeline will do a live demo
- Take a break & refine your Message Box (15 min)
- Break out into Message Box feedback groups (45 min)
 - Each group will have 1 expert and 4–5 participants
 - Each participant has ~7 minutes to share their Message Box and get feedback
 - We suggest 2 minutes to present / 5 minutes for feedback
 - Assign someone to keep time
- Take another break & incorporate feedback (15 min)
- Second round of Message Box groups (45 min)
- Debrief & prep for Day 4



Tips for *practice*

- Make sure you're talking to your audience!
- Lead with what you know
- Watch your jargon
- What does your audience need to hear from you?

When providing feedback, *ask yourself*

- Who is the audience?
- What are the key points?
- Did the message answer their "so what?"

Good *feedback*

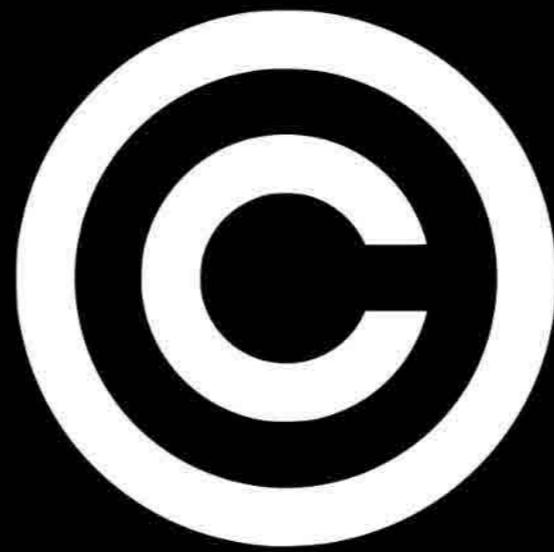
- What worked well?
- What felt compelling or interesting?
- What was confusing?
- Did they share too much or too little?

What does the audience *need* to know?

The Message Box



in Action



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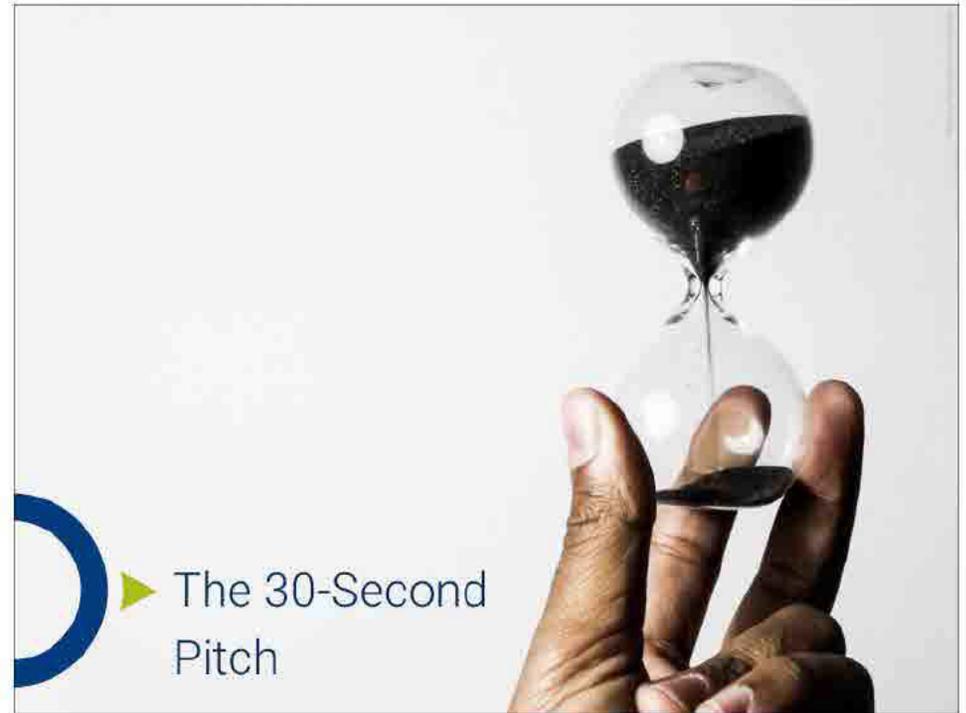
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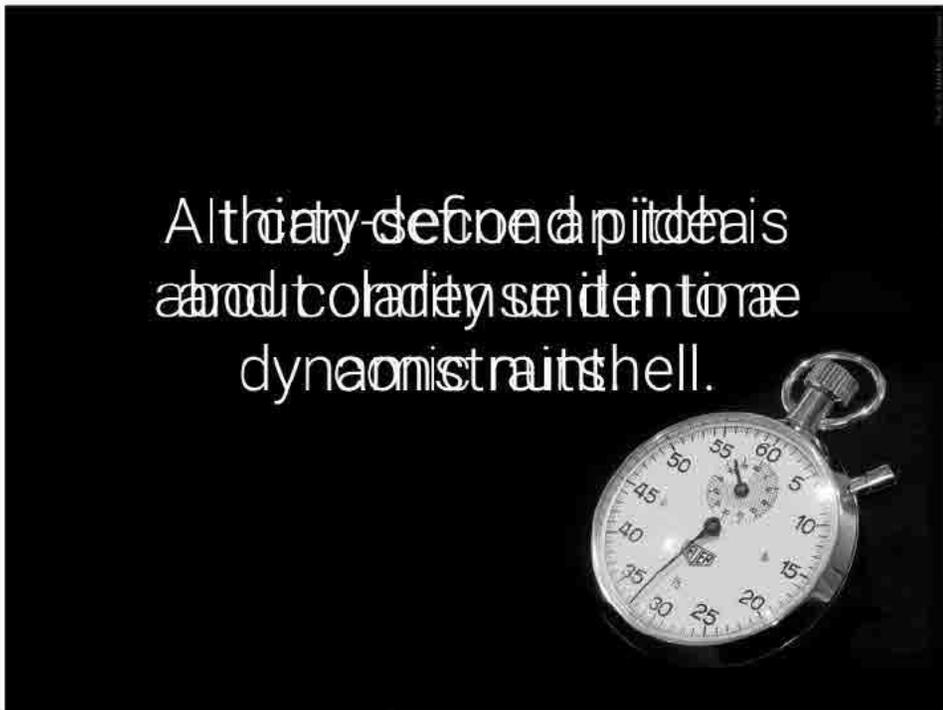


Charting Your Course

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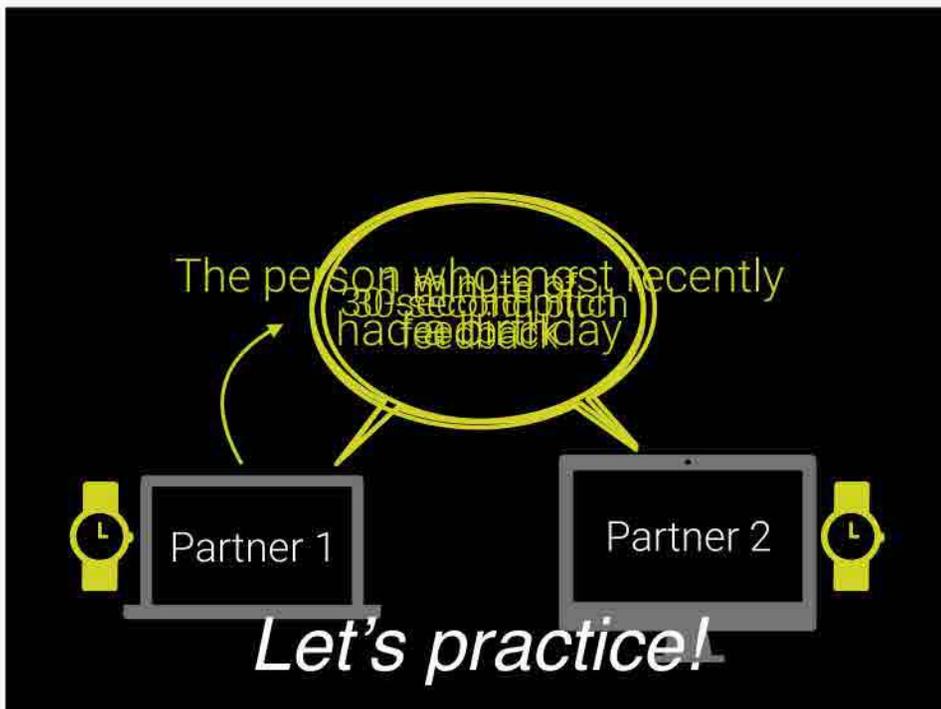
The 30-Second Pitch



Although defining a pitch is about to lead to a dynamicist's hell.



Michelle Thaller
Astrophysicist
NASA



Who you are
(your name, and a greeting, if you wish)

What you do or work on
(I study the fragile coastal environment)

I want you to know...
(so what? why does this matter?)